

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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August 21, 1997

RJR Account #«SIS»

«NAME»

«ACCOUNT»

October
~~SEPTEMBER~~ WINSTON B2GF CAP / PROMOTION #700927

Dear «GREETING»:

WINSTON regular product has been ordered (see quantities listed below), as well as «SKUS» skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. «COMMENTS» All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	«STYLE1»
12300-11906	<i>Light Box</i>	6M	«STYLE2»
12300-11012	<i>Full Flavor</i>	12M	«STYLE1»
12300-11212	<i>Full Flavor Box</i>	12M	«STYLE1»

«PO»

Product / Premium Arrival:

September «SHIPDATE», 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$«EFT»

Non-EFT \$ Amount:

\$«NONEFT»

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-2-
B2GFP
«ACCOUNT»

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION

PAGE: 1

PROMOTION : 700927 WIN OCTOBER B2GF HAT("NO BULL" PROMOTION SUMMARY REPORT

DATE: 97-08-04

DRIVE PERIOD: 71000

TIME: 03:57 PM

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION					
VAP				4,932	98,640
CHAIN	1,637	1,960	39,200		
INDEPENDENTS	1,464	1,926	38,520		
VAP TOTAL	3,101	3,886	77,720		
NON-VAP					
CHAIN	403	675	13,500		
INDEPENDENTS	243	21	420		
NON-VAP TOTAL	646	696	13,920		
TOTAL CHAINS	2,040	2,635	52,700		
TOTAL INDEPENDENTS	1,707	1,947	38,940		
TOTAL ACCOUNTS	3,747	4,582	91,640		

TOT COMMITTED: ~~92,120~~ 91,640 OK

TOT REMAINING: ~~5,000~~ 2,000

~~5000~~

Non-VAP
Independents
Removed

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